



## Early Journal Content on JSTOR, Free to Anyone in the World

This article is one of nearly 500,000 scholarly works digitized and made freely available to everyone in the world by JSTOR.

Known as the Early Journal Content, this set of works include research articles, news, letters, and other writings published in more than 200 of the oldest leading academic journals. The works date from the mid-seventeenth to the early twentieth centuries.

We encourage people to read and share the Early Journal Content openly and to tell others that this resource exists. People may post this content online or redistribute in any way for non-commercial purposes.

Read more about Early Journal Content at <http://about.jstor.org/participate-jstor/individuals/early-journal-content>.

JSTOR is a digital library of academic journals, books, and primary source objects. JSTOR helps people discover, use, and build upon a wide range of content through a powerful research and teaching platform, and preserves this content for future generations. JSTOR is part of ITHAKA, a not-for-profit organization that also includes Ithaka S+R and Portico. For more information about JSTOR, please contact [support@jstor.org](mailto:support@jstor.org).

leges. This was the one striking fact. It got wide newspaper publicity. It received special editorial attention. It was recognized as a disgrace to the State of Missouri. It is a fact which, I think, has significance as related to a national library week. For the most striking fact relating to the library situation in the nation as a whole as well as in Missouri is the inadequacy of present library advantages. Inadequacy of funds—inadequacy of personnel—inadequacy of salaries—a total and complete inadequacy when judged by any standard of the need for libraries. This inadequacy is the striking fact to be used in national library week as well as in Missouri.

I trust that no one will think I have any illusions as to what one national library week in 1923 will do to overcome this inadequacy. I have no such illusions, for you must remember I am now from Missouri. However, perhaps during such a library week some mustard seeds might be dropped and in due time a few county libraries might spring up.

Missouri Book Week demonstrated to our satisfaction that it was an easy way to get publicity for libraries—publicity which would not have been obtained otherwise. This should have some significance in considering a national library week.

## HOW PUBLISHERS AND BOOKSELLERS ARE GETTING GOOD NATIONAL PUBLICITY

By MARION HUMBLE, *Assistant Secretary, National Association of Book Publishers, New York*

### SUMMARY. FOURTH GENERAL SESSION

A factory of ideas is a busy and interesting workshop. The Year-Round Bookselling Committee was organized in 1920 for the purpose of manufacturing ideas to interest people in reading more books and in buying more books. This organization came partly as a result of two successful Children's Book Weeks which had spread information about children's reading throughout the country by way of the bookstores, public libraries, schools, women's clubs, parent-teachers' associations, newspapers and magazines. The committee was to manufacture ideas that should help the bookseller and publisher think more in terms of the average person. It was to create and develop ideas that should reach the average person's interests and turn these interests into a desire for books.

A seasonal program was adopted, with the suggestion to publishers and booksellers that they advertise titles along certain lines that people would be apt to follow. February, for instance, with great interest in American biography, seems an appropriate month for telling people about the splendid books of American biography, citizenship and history; springtime seems to be the natural season to call attention to books on the out-of-doors; May, to books as ideal commencement gifts;

June, to books as wedding gifts; summer as the time for books for vacation and camp, etc. Posters and sales suggestions are prepared each month to help the dealers. A semi-monthly news sheet gives dealers ideas to develop. The publishers' travelling salesmen and trade letters also push these seasonal features with the booksellers, each publisher using the features of the plan wherever appropriate in selling his own books. Information about these features and prepared 300-word press releases are sent frequently to newspapers and magazines. These releases are all general, never mentioning specific books, but stimulating the idea of reading. They have included such subjects as:

"Taking a Mental Inventory"—"A Home Question Hour"—"Find It in Books"—"Back to Nature Books"—"We Are the Books We Read"—"The Housekeepers' Library"—"Reading Business Books," etc. Clippings which the committee receive show that these editorials are often used in entirety.

The magazines take special ideas and develop them along their own lines. Their use of features of the program sometimes follows the mailing of marked copies of the news sheet or is sometimes the result of personal letters and calls. Articles which have fol-

lowed features of the program include—"The Bride's Book Shower," *Good Housekeeping*, June, 1921; "A Unique Hope Chest," *Women's Home Companion*, April, 1922; "Take a Book to Camp," a poster editorial, *Boys' Life*, July, 1922. The best part of the co-operation of newspapers and magazines is that they are usually generous in giving us or selling us at cost reprints of these special articles which we send to our entire mailing list. This is valuable distribution not only for our own publicity but for the magazine also.

Co-operation with other national organizations is an important feature of the plan. Spreading the idea of reading more books and buying more books could not be accomplished without the help and active co-operation of the American Library Association, the state library commissions, the General Federation of Women's Clubs, the Boy Scouts of America, and other groups which work through local organizations in co-operation with local bookstores working with the Year-Round Bookselling Plan.

That interest in books is increasing is attested by a letter which recently came to us from the Oklahoma Library Commission saying that as a result of their work with Children's Book Week, 1921, the circulation of

books in libraries in that state *had doubled with 600,000 to spare.*

That interest in books is growing is proclaimed by the increasing columns in the newspapers devoted to books as *news*, not only on literary pages but also in news space. A significant editorial, "Books as News," recently appeared in the *New York Evening Post*, reading in part as follows:

*The London Times* has substituted a daily page about books for its weekly column. It is a significant development. . . . Every New Yorker has noted the recent emergence in two morning newspapers of columns divided daily, or almost daily, between books and the drama. In Chicago, so long impatient of literary features in journalism, the "book page" burst into weekly bloom a few years ago, attracted wide attention, and is maintained in capable fashion by two journals. The fact that books are news is being clearly established. . . .

Delane of *The Times*, according to A. Clutton Brock, said two generations ago that new books were always news to him. Why has the press been so slow in acting upon the fact? Because the public was slow to believe it. . . . The disappearance of this indifference to literary circles, is a happy phenomenon. The issue of *Uncle Tom's cabin* was an occurrence of the first importance in American history; *The origin of species* was one of the cardinal events of the last century.

## WHAT A PUBLICITY WEEK CAN DO FOR A LIBRARY

HERBERT S. HIRSHBERG, *State Librarian, Columbus, Ohio*

### FOURTH GENERAL SESSION

As I look back six years to March, 1916, the date of Library Week in Toledo, it seems now to have marked the beginning of a new era in library affairs there. Toledo Library Week put the library on the city map, and there it has stayed looming larger and larger each year and with promise now of a future equal to that of any library in any city of similar size in the country.

Citizens and library administration had come to consider the library as having fixed limitations and being incapable of change. The City Council, which had for years been appropriating constantly increasing amounts for other purposes, had voted annually the same or nearly the same amount for library purposes. Library Week by concentrating at-

tention upon the library, brought about a change in attitude of officials and public, which it would have taken months or even years to bring about in any other way.

The methods used in Library Week in Toledo have been previously given sufficient publicity and it is not necessary to detail them here. It seems to me in comparing our effort at that time with later efforts in other communities, that its unique feature was the fact that it was largely the effort and accomplishment of persons outside the library walls.

Library Week originated not in the mind of the librarian or of any member of the library board, but in the mind of the president of the Toledo Commerce Club. It was his idea carried out by a committee appointed by